



For Immediate Release
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**Children's Department Partners with Rita's Water Ice Locations May 7th to
Promote Children's Mental Health Awareness Day**
Free Water Ice available 6 - 8 pm at participating sites statewide

Wilmington - According to national data, one out of every five children in Delaware, ages 2-17, have one or more emotional, behavioral, or developmental conditions. That's why the Delaware Children's Department through its Division of Prevention and Behavioral Health Services (PBHS) is partnering with Rita's Italian (Water) Ice locations statewide to celebrate Children's Mental Health Awareness Day on May 7th.

Children's Mental Health Awareness day highlights the importance of positive mental health from birth. This year, the national focus of Awareness Day is Caring for Every Child's Mental Health.

Locally, PBHS and Rita's Italian (Water) Ice will honor the day with their 11th Annual *Get the Scoop on Mental Health* initiative. PBHS staff will set up information tables at Rita's locations statewide from 6 – 8 p.m. and every person who visits the table to learn more will receive a coupon for a free scoop of water ice.

“We are grateful for the ongoing partnership with Rita's Italian(Water) Ice in Delaware to help us highlight this day. It's an opportunity for us to celebrate the positive impact that we can have on the lives of children, youth and young adults when we are able to integrate positive mental health into every environment,” said Susan Cycyk, Director of PBHS. “When we focus on building resilience and social-emotional skills in young children from birth, we can help young children, youth, and their families thrive.”

It's also Wear Green Day in Delaware so wear green to show your support. Take pictures of yourself and your friends wearing green, and use the hashtag #weargreen on social media.

Participating Rita's Italian Ice locations include:

New Castle County

Bellefonte – 722 Philadelphia Pike
Claymont – 3230 Philadelphia Pike
New Castle – Community Plaza Shopping Center
Newark – 600 Newark Shopping Center
Wilmington – 2222 Silverside Road
Wilmington – 3730 Kirkwood Highway
Wilmington – 317 Maryland Avenue

Kent County

Milford – 937 North DuPont Highway

Sussex County

Rehoboth Beach – Midway Galleria

Seaford – 1250 Norman Eskridge Highway

The Division of Prevention and Behavioral Health Services provided mental health and substance use treatment services to 5,535 children with serious emotional challenges in FY '14, an increase of 14% from the prior year.

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The Children's Department provides services to children who have been abused, neglected, are dependent, have mental health or substance problems, have been adjudicated delinquent by the Courts, as well as prevention services targeted toward all youth. For more information, please visit www.kids.delaware.gov.

Delaware Youth and Family Center
1825 Faulkland Road Wilmington, Delaware 19805
